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JEFFERSON COUNTY, ALABAMA COMMUNITY HEALTH IMPROVEMENT PLAN

WHAT IS A COMMUNITY HEALTH IMPROVEMENT PLAN?

A community health improvement plan is defined by the National Association of County & City Health Officials (NACCHO) as a long-term, systematic effort to address health problems on the basis of a community health assessment and a community health improvement process. A community health improvement plan is critical for developing policies and defining actions and specific efforts to promote and enhance health. The community health improvement plan provides a vision for the community, in this case, Jefferson County, Alabama through a collaborative process which addresses the strengths, weaknesses, challenges and opportunities that exist within the community for improving the health status of Jefferson County's population.

The [Community Health Improvement Plan for Jefferson County](#) provides a blueprint for Jefferson County's Local Public Health System to collaborate with residents to improve population health for all residents of the county.

HOW WILL JEFFERSON COUNTY, ALABAMA USE THE COMMUNITY HEALTH IMPROVEMENT PLAN?

Community health partners from a variety of sectors (non-profit, business, media, government, education, health care delivery and community-based) will utilize the [Community Health Improvement Plan for Jefferson County](#) to set priorities, coordinate activities and target resources for improving health status in Jefferson County, Alabama. This document will serve as the county's guide to health improvement for the next five years (November 2014 through November 2019) as collectively we endeavor to improve community health in Jefferson County, Alabama. The plan centers around five strategic priority issues established through a review of the community health assessments by the residents of Jefferson County. This [Community Health Improvement Plan for Jefferson County](#) is a living document; although it contains specific goals, strategies, tactics, measures and timelines, this community health improvement plan will be reviewed annually and will continue to evolve over the next five years as Jefferson County evolves.

WHO OWNS THE [COMMUNITY HEALTH IMPROVEMENT PLAN FOR JEFFERSON COUNTY](#)?

The [Community Health Improvement Plan for Jefferson County](#) was developed by and is owned by the residents of Jefferson County, Alabama and the local public health system which serves the county. Although the Jefferson County Department of Health (JCDH) has served as the chief convener responsible for the organization and coordination of the community health improvement process, the Jefferson County Department of Health does not own the process nor is it the sole organization responsible for the plan's implementation. In fact, this community health improvement plan is designed to complement the action planning efforts and documents produced by Jefferson County's governmental and community partners, with one exception. This document does replace [Our Roadmap to Health](#) published by the Jefferson County Department of Health in 2007 as the guiding document for improving Jefferson County's health.

DEVELOPMENT OF THE COMMUNITY HEALTH IMPROVEMENT PLAN FOR JEFFERSON COUNTY, ALABAMA

Jefferson County is the most populous county in the state of Alabama with 660,009 residents per the 2012 United States Census Bureau's population estimates. Rich in history, diversity and natural resources, Jefferson County has many assets which can be leveraged to improve the health status of its residents. Despite the available assets for improving population health, Jefferson County's longstanding disparities in health, income and the lingering impacts of the county's past history of racial segregation must be addressed for all county residents to achieve their fullest potential. This [Community Health Improvement Plan for Jefferson County, Alabama](#) represents a progressive, assets-based effort featuring dynamic work plans developed from a comprehensive assessment of Jefferson County's health, published in the [Community Health Assessment for Jefferson County, Alabama](#) and the robust strategic thinking and planning process which involved over 1,000 residents of Jefferson County, Alabama and the county's Local Public Health System committed to achieving Jefferson County, Alabama's vision for health:

"JEFFERSON COUNTY, ALABAMA IS AN INCLUSIVE, THRIVING
COMMUNITY OF HEALTHY AND CONNECTED PEOPLE."

FRAMEWORK FOR THE COMMUNITY HEALTH IMPROVEMENT PROCESS AND COMMUNITY MATTERS 20/20: ASSESSMENT, VISIONING AND PLANNING FOR A HEALTHY JEFFERSON COUNTY, ALABAMA

Utilizing a nationally-recognized community health improvement process framework, Mobilizing for Action through Planning and Partnerships (MAPP), the Jefferson County Department of Health coordinated the community health improvement process in an initiative called *Community Matters 20/20: Assessment, Visioning and Planning for a Healthy Jefferson County, Alabama*. This community health improvement process is generally referenced as *Community Matters 20/20*. The selection of the branding for the community health improvement process using MAPP was intentional as it recognizes and values the community as critical in the identification and resolution of health issues and conditions. While the Community Health Improvement Plan for Jefferson County contained in this document will be operationalized during the five years between November 2014 and November 2019, the implementation of its work plan and the evaluation of the work plan's impact will define Jefferson County, Alabama from the perspective of health in the year 2020 and beyond and will move Jefferson County closer to its perfect vision, hence, "20/20."

The Jefferson County Department of Health's commitment to this effort, as part of a larger movement to continuously develop collaborative partnerships with community stakeholders, is evidenced by its initiatives to build community capacity to address key population health issues through the development and publication of the Community Health Assessment for Jefferson County, Alabama, the comprehensive county health assessment which informed the development of this document. The Community Health Assessment for Jefferson County, Alabama is available through the Jefferson County Department of Health's website: www.jcdh.org.

COMMUNITY HEALTH ASSESSMENT AND THE COMMUNITY HEALTH IMPROVEMENT PLAN

The four assessments of the Mobilizing for Action through Planning and Partnerships tool: Community Health Status, Community Themes and Strengths, Local Public Health System and Forces of Change, were combined to create the community health assessment conducted within and by the community from February through May 2014. Assessment summaries were provided to the community and its local public health system for review and comment with a request for residents to identify two to three potential strategic issues for improving the health of Jefferson County. Feedback received on the potential strategic issues was incorporated into either the draft list of strategic issues or the goals and tactics supporting strategic issues demonstrating the community's input into this process. The distribution of the Community Health Assessment for Jefferson County, Alabama was completed through the media, Jefferson County Department of Health's website, www.jcdh.org, and through email distribution to assessment participants, the Community Matters 20/20 Partnership Directory and the Health Action Partnership of Jefferson County's Distribution List. Although no changes to the Community Health Assessment for Jefferson County, Alabama were suggested by the community, a number of recommendations for strategic issues were received and utilized in the selection of strategic issues for this community health improvement plan.

STRATEGIC ISSUE IDENTIFICATION AND THE COMMUNITY HEALTH IMPROVEMENT PLAN

Strategic issues are fundamental policy choices or critical challenges that must be addressed for Jefferson County to achieve its vision of becoming "*an inclusive, thriving community of healthy and connected people.*" The process of strategic issue identification began with the analysis of the quantitative and qualitative data from the Community Health Assessment for Jefferson County's four component assessments. Lists of challenges, opportunities and assets from each assessment were developed from the questions answered by each of the four assessments. Specifically, the Forces of Change Assessment answered the question, "*What is occurring or might occur that will affect the local public health system or the community?*" Responses to "*What is important to Jefferson County, how is quality of life perceived and what assets does Jefferson County have to improve health and quality of life?*" were answered through the Community Themes and Strengths Assessment. The Community Health Status Assessment provided answers to "*What does Jefferson County's health status look like?*" and "*How healthy are residents of Jefferson County?*" The Local Public Health System Assessment provided response to the question, "*What are the activities, competencies and capacities of Jefferson County's Local Public Health System?*"

Following discussion of the findings from the four assessments, review of the strategic issues recommended by the community and the review of national data and benchmarks such as those provided through Healthy People 2020, the National Prevention Strategy and The Community Guide to Preventive Services, a draft, non-prioritized master list of the thematic challenges and opportunities with supporting data points derived from the assessments was created. During the analysis of the master list of themes, it became apparent that some themes represented the root causes of sub-optimal health and community conditions while others represented goals and tactics to address those root causes. Each root cause was further assessed for its relevance to the *Community Matters 20/20* vision, the extent to which the issue impacts the county and the long-term consequences of not managing the root cause. This process resulted in the identification of ten potential strategic issues phrased with the desired direction for positive change:

- Optimize Healthcare Access, Availability and Utilization
- Encourage Mental Well-being
- Support Educational Processes and Systems to Maximize Individual and Population Health
- Optimize the Built Environment, Transportation System and Safety
- Enhance Environmental Quality
- Freedom from Crime and Violence
- Increase the Responsiveness of Local and Governmental Leadership to the Community and Its Needs
- Diminish Health Disparities Associated with Race, Ethnicity and Economic Status
- Promote Physical Well-being through Healthy Lifestyles
- Prevent and Reduce Homelessness.

The draft list of ten potential strategic issues was presented to the *Community Matters 20/20* Steering Committee on August 15, 2014 with a request to prioritize three to five strategic issues as the base for the community health improvement plan. To support this process, a presentation of key data findings from the four assessments comprising the Community Health Assessment for Jefferson County, Alabama was provided to supplement the previously distributed community health assessment findings.

Major findings from Jefferson County’s community health assessment process are highlighted below:

- The presence of church groups in the county, local government’s ability to resolve problems, the resources that service organizations provide to communities, and a rich network of healthcare providers and institutions were identified as community assets for improving health status.
- Development of the Red Rock Ridge and Valley Trail System is providing increased opportunities for outdoor physical activity.
- The revitalization of the City of Birmingham’s downtown and other communities is bringing new business and industry to the county.
- High rates of poverty and unemployment are major factors contributing to health disparities and disproportionately impact minority populations.
- Where one resides within the county greatly impacts health and health outcomes, presenting additional challenges for residents living in neighborhoods with high concentrations of poverty.
- The observed health disparities between the white and black populations is striking; for example, the rate of infant mortality is greater than 260% higher in the black population than in the white population.
- While rates of adult smoking have declined and over 39% of Jefferson County residents are protected from indoor smoke exposure in public places, the adult smoking rate still exceeds national goals.
- Adult obesity rates have continued to increase, although the rate of overweight in adults has begun to decline.
- Rates of violent crimes, burglary and theft, public safety and substance abuse concern Jefferson County’s residents.
- Health care access, especially access to mental health care, is limited for individuals without health insurance and those who are not United States citizens or lawfully present legal aliens.

The ten draft strategic issues were presented to the *Community Matters 20/20* Steering Committee who adjusted the wording of some of the draft strategic issues to the following: Improve Mental Health, Support Education to Maximize Individual and Population Health, Reduce Crime and Violence, Increase the Responsiveness of Governmental and Other Local Leadership to the Community and Its Needs and Reduce Health Disparities Associated with Race, Ethnicity and Economic Status.

The Steering Committee was then provided the following criteria to consider in the strategic issue prioritization process:

- Data supports the inclusion of the strategic issue in the community health improvement plan;
- Community interest and engagement is present for this strategic issue;
- There are resources currently available or resources can be reasonably expected to be available to address this strategic issue, and
- There are measurable outcomes associated with this strategic issue.

Prioritization was accomplished using a multi-voting process. Each member of the *Community Matters 20/20* Steering Committee was given a total of 100 votes to be distributed among any or all of the draft strategic issues after consideration of the prioritization criteria. The collected votes were tallied to create a summary score for the strategic issue.

The total votes were as follows:

- Reduce Health Disparities Associated with Race, Ethnicity and Economic Status..... 314 votes
- Promote Physical Well-being through Healthy Lifestyles..... 160 votes

- Optimize the Built Environment, Transportation System and Safety 152 votes
- Optimize Healthcare Access, Availability and Utilization 126 votes
- Improve Mental Health 121 votes
- Support Education to Maximize Individual and Population Health 76 votes
- Increase the Responsiveness of Governmental and Other Local Leaders to the Community and Its Needs 62 votes
- Prevent and Reduce Homelessness 43 votes
- Reduce Crime and Violence 30 votes
- Enhance Environmental Quality 15 votes

When placed in rank order, a clear distinction between the top and bottom five Strategic Issues was observed. The *Community Matters 20/20* Steering Committee, based on the review of the Community Health Assessment for Jefferson County, Alabama and the prioritization scores, approved the following strategic issues for Jefferson County, Alabama on August 15, 2014:

- **Reduce Health Disparities Associated with Race, Ethnicity and Economic Status**
- **Promote Physical Well-being through Healthy Lifestyles**
- **Optimize the Built Environment, Transportation System and Safety**
- **Optimize Healthcare Access, Availability and Utilization**
- **Improve Mental Health.**

FORMULATING GOALS, STRATEGIES AND TACTICS FOR THE COMMUNITY HEALTH IMPROVEMENT PLAN

The approved strategic issues were communicated to the community and Jefferson County’s Local Public Health System through the Jefferson County Department of Health website, email communication to the *Community Matters 20/20* Partnership Directory and the Health Action Partnership Distribution List and through presentations at community meetings. A request was made during these communications for community members and members of the local public health system to submit goals, strategies and tactics to achieve the adopted strategic issues. The critical feedback received from the community was utilized in formulating the goals, strategies and tactics included in the Community Health Improvement Work Plan for Jefferson County, a component of the Community Health Improvement Plan for Jefferson County to be operationalized between November 2014 and November 2019.

Utilizing feedback received from the community, work groups representing community leaders and health experts were convened for each of the five approved strategic issues to develop a work plan containing goals, strategies, tactics, timelines and lead partners for accomplishing the strategic issues. These work group met between September 15, 2014 and October 14, 2014. The result of this work is the Jefferson County, Alabama Work Plan November 2014 – November 2019, a key component of the Community Health Improvement Plan for Jefferson County, Alabama.

Jefferson County’s Local Public Health System, working together with the community to implement the goals, strategies and tactics to address the strategic issues, will enable Jefferson County, Alabama to be an inclusive, thriving community of healthy and connected people.

ALIGNMENT OF JEFFERSON COUNTY, ALABAMA’S STRATEGIC ISSUES WITH STATE AND NATIONAL PRIORITIES

It is important to note that the Community Health Improvement Plan for Jefferson County, Alabama aligns with both state and national health priorities. The Alabama Department of Public Health on August 20, 2014, identified three strategic priority areas for the State of Alabama which will form the basis for the State-wide community health improvement plan. The State-wide health strategic priorities areas as follows:

- Access to Care
- Nutrition and Physical Activity
- Mental Health and Substance Abuse.

These strategic priority areas are encompassed within the following Jefferson County, Alabama strategic issues:

- Optimize Healthcare Access, Availability and Utilization
- Promote Physical Well-being through Healthy Lifestyles
- Improve Mental Health.

The second goal within the strategic issue, Improve Mental Health, of Jefferson County, Alabama’s strategic issues, is “Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019,” which again denotes the alignment between the two entities’ strategic issues.

The National Prevention Strategy has identified seven priority areas. These are:

- Tobacco Free Living
- Preventing Drug Abuse and Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury and Violence Free Living
- Reproductive and Sexual Health
- Mental and Emotional Well-being.

As with the State of Alabama’s health strategic priorities, Jefferson County, Alabama’s strategic issues align well with these national health priorities, as well as those referenced in The Community Guide to Preventive Services and the work of Healthy People 2020.

Although not intended to be comprehensive, the table below links many of the goals, strategies and tactics contained within the Community Health Improvement Plan November 2014-November 2019 for Jefferson County, Alabama to evidence-based or promising practices recommended through the National Prevention Strategy, The Guide to Community Preventive Services and Healthy People 2020.

Source	Priority Area	National Strategy	Jefferson County Strategic Priority	Goal	Strategy	Tactic(s)
National Prevention Strategy	People are Empowered	Providing tools and information, making healthy choices easy and affordable, and improving the social environment and context in which decisions are made to support people in making healthy choices	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019	Strategy 1: Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019	Expand employment opportunities for low-skilled workers; Promote collaborations with re-entry programs through a “Ban the Box” campaign; Identify a coalition to support an increase in the minimum wage
National Prevention Strategy	Elimination of Health Disparities	Ensure a strategic focus on communities at greatest risk	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019	Strategy 1: Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019	Expand employment opportunities for low-skilled workers; Promote collaborations with re-entry programs through a “Ban the Box” campaign; Identify a coalition to support an increase in the minimum wage
National Prevention Strategy	Empowered People	Improve Education and Employment Opportunities	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019	Strategy 2: Invest in education and skill development opportunities	Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities

The Community Guide to Preventative Services	Health Equity	Out-of-School-Time Academic Programs	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019	Strategy 2: Invest in education, to provide educational and skill development opportunities	Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities
The Guide to Community Preventive Services	Health Equity	High School Completion Programs	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019	Strategy 2: Invest in education, to provide educational and skill development opportunities	Establish Action Networks through the Bold Goals Coalition of Central Alabama to improve high school graduation rates and college and career readiness through actions such as mentoring and tutoring, expanded access to quality pre-K programs and increased access to quality summer learning opportunities
National Prevention Strategy	Healthy Eating	Making healthy options affordable and accessible	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 2: Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019	Strategy 1: Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019	Provide SNAP enrollment education to low-income residents; Increase the number of Farmers' Markets offering an incentive for the purchase of fresh fruits and vegetables to SNAP recipients purchasing fresh fruits and vegetables using SNAP benefits at participating markets; Promote food related small business creation and expansion through technical assistance; Advocate for policy and process simplification to reduce barriers in the creation and expansion of food related businesses
National Prevention Strategy	Healthy Eating	Making healthy options affordable and accessible	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 2: Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019	Strategy 2: Increase the distribution of locally grown foods by November 2019	Increase the production of locally grown foods by promoting the benefits of community gardens; Create a Community Garden Resource Directory or Tool Kit; Increase the number of community gardens to increase population reach; Increase the number of Alabama producers selling locally grown produce in the Metro-Birmingham area

National Prevention Strategy	Healthy Eating	Making healthy options affordable and accessible	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 2: Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019	Strategy 3: Increase the number of food retailers in low income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from 3 food retailers to 10 food retailers by December 2015	Engage and recruit food retailers in the Urban Food Project's distribution system
National Prevention Strategy	Healthy Eating	Making healthy options affordable and accessible	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 2: Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019	Strategy 4: Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019	Convert decommissioned transit commuter buses to mobile grocery stores as part of the IBM Initiative
National Prevention Strategy	Elimination of Health Disparities	Increase the capacity of the prevention workforce to identify and address disparities	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019	Strategy 1: Increase public and provider awareness of the need to address the inequities in health outcomes and health care delivery by November 2019	Educate the public and health care providers on the root causes of health disparities and corrective strategies to reduce these disparities
National Prevention Strategy	Elimination of Health Disparities	Reduce disparities in access to quality healthcare	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019	Strategy 2: Reduce Jefferson County's infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019	<p>Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs;</p> <p>Secure funding to conduct social marketing campaigns to inform families about the warning signs of pregnancy complications and infant death risks and actions to reduce infant mortality;</p> <p>Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's Peer Breastfeeding Support Program;</p> <p>Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers;</p> <p>Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama</p>

National Prevention Strategy	Healthy Eating	Support policies and programs to promote breastfeeding	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019	Strategy 2: Reduce the infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019	Provide education concerning nutrition during pregnancy, signs of preterm labor, the labor process and breastfeeding initiation through childbirth education programs; Secure funding to conduct social marketing campaigns to inform families about the warning signs of pregnancy complications and infant death risks and actions to reduce infant mortality; Increase breastfeeding initiation by mothers of infants in the Jefferson County WIC Program through WIC's Peer Breastfeeding Support Program; Rebrand the existing Nurturing Mothers Program to support initiation and continuation of breastfeeding among high-risk prenatal and nursing mothers; Collect, pasteurize and dispense human donor milk from Alabama mothers to regional hospitals through the Mothers' Milk Bank of Alabama
National Prevention Strategy	Reproductive and Sexual Health	Increase use of preconception and prenatal care	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019	Strategy 2: Reduce the infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019	Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services, and home-visiting programs and promote fatherhood activities to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants
National Prevention Strategy	Reproductive and Sexual Health	Support reproductive and sexual health services and support services for pregnant and parenting women	Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019	Strategy 2: Reduce the infant mortality rate for black infants from 15.5 per 1,000 live births to 14.73 per 1,000 live births by November 2019	Provide education on regular prenatal care, breastfeeding, avoiding smoke exposure, social support services, and home-visiting programs and promote fatherhood activities to improve prenatal and infant health with a focus on reducing the rate of infant mortality among black infants
National Prevention Strategy	Healthy Eating	Increase access to healthy and affordable foods in communities	Promote Physical Well-being through Healthy Lifestyles	Goal 1: Reduce the percentage of Jefferson County residents who are obese by November 2019	Strategy 2: Increase access to healthy food by November 2019	Offer technical assistance on healthy snack distribution systems for 501 c3 childcare programs
The Guide to Community Preventive Services	Physical Activity	Community-scale urban design and land use policies	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc. beginning November 2014	Create universally designed environments for everyone to be physical active, including the implementation of the Red Rock Ridge and Valley Trail System

The Guide to Community Preventive Services	Health Communication and Social Marketing	Campaigns and Informational Approaches to Increase Physical Activity: Community-Wide Campaigns	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc. beginning November 2014	Increase awareness and utilization of new trails and sidewalks
National Prevention Strategy	Active Living	Encourage community-design and development that supports physical activity	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc. beginning November 2014	Create universally designed environments for everyone to be physical active, including the implementation of the Red Rock Ridge and Valley Trail System
The Guide to Community Preventive Services	Physical Activity	Creation of or Enhanced Access to Places for Physical Activity Combined with Informational Outreach Activities	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc. beginning November 2014	Increase awareness and utilization of new trails and sidewalks
National Prevention Strategy	Active Living	Encourage community-design and development that supports physical activity	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc. beginning November 2014	Create universally designed environments for everyone to be physical active, including the implementation of the Red Rock Ridge and Valley Trail System
National Prevention Strategy	Active Living	Facilitate access to safe, accessible and affordable places for physical activity	Promote Physical Well-being through Healthy Lifestyles	Goal 2: Increase leisure time physical activity within the past month among Jefferson County residents by November 2019	Strategy 3: Create resource materials denoting places to participate in physical activity at no or low cost by November 2019	Create a resource directory of locations for low or no cost physical activity
The Guide to Community Preventive Services	Tobacco	Smoke-free policies	Promote Physical Well-being through Healthy Lifestyles	Goal 3: Increase the percentage of Jefferson County residents protected by comprehensive indoor smoke-free policies from 39.1% to 50% by February 2019	Strategy 1: Advance the adoption of comprehensive indoor smoke-free policies, protecting a minimum of 50% of county residents by February 2019	Educate the general public and community leaders about the dangers of secondhand smoke

National Prevention Strategy	Clinical and Community Preventive Services	Support implementation of community-based preventive services and enhance linkages with clinical care	Promote Physical Well-being through Healthy Lifestyles	Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019	Strategy 1: Improve access to tobacco cessation programs and counseling beginning July 2015	Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members
National Prevention Strategy	Tobacco Free Living	Expand the use of tobacco cessation services	Promote Physical Well-being through Healthy Lifestyles	Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019	Strategy 1: Improve access to tobacco cessation programs and counseling beginning July 2015	Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members
The Guide to Community Preventive Services	Tobacco	Quitline Interventions	Promote Physical Well-being through Healthy Lifestyles	Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019	Strategy 1: Improve access to tobacco cessation programs and counseling beginning July 2015	Increase calls from Jefferson County residents to the Alabama Department of Public Health's Alabama Tobacco Quitline by 10%
Healthy People 2020	Tobacco	Increase tobacco cessation counseling in health care settings	Promote Physical Well-being through Healthy Lifestyles	Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019	Strategy 1: Improve access to tobacco cessation programs and counseling beginning July 2015	Implement the Jefferson County Department of Health Tobacco Use Cessation program for community members
The Guide to Community Preventive Services	Tobacco	Interventions to Increase the Unit Price for Tobacco Products	Promote Physical Well-being through Healthy Lifestyles	Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019	Strategy 2: Advocate for the adoption of higher taxes on tobacco products by July 2016	Educate community members and legislators on the benefits of a \$1.25 per pack increase on cigarette taxes with equalization for other tobacco products
National Prevention Strategy	Healthy Eating	Implement organization and programmatic nutrition standards and policies	Promote Physical Well-being through Healthy Lifestyles	Goal 5: Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019	Strategy 1: Support policies and programs that promote student wellness before, during and after the school day beginning November 2014	Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act

Healthy People 2020	Educational and Community-based programs	Increase the proportion of elementary, middle, and senior high schools that have health education goals or objectives which address the knowledge and skills articulated in the National Health Education Standards	Promote Physical Well-being through Healthy Lifestyles	Goal 5: Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019	Strategy 1: Support policies and programs that promote student wellness before, during and after the school day beginning November 2014	Support the implementation of wellness policy goals for nutrition promotion/education and physical activity based on the Healthy, Hunger-Free Kids Act
National Prevention Strategy	Active Living	Promote and strengthen school and early learning policies and programs	Promote Physical Well-being through Healthy Lifestyles	Goal 5: Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019	Strategy 2: Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) Policies by November 2019	Provide technical assistance and education on HEPA standards to other community-based afterschool sites
Healthy People 2020	Environmental Health: Increase the use of alternate modes of transportation for work	Increase trips made to work by walking	Optimize the Built Environment, Transportation System and Safety	Goal 1: Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019	Strategy 1: Increase the community's awareness of the availability of parks, trails and other public recreational facilities through November 2019	Implement educational campaigns for newly developed parks and trails within Jefferson County; Implement and expand the Walk B'ham campaign; Continue Red Rock Tuesday or other TV communication regarding parks, trails and other public recreational facilities; Measure: Miles of Multi-Use Trails
Healthy People 2020	Physical Activity	(Developmental) Increase the proportion of trips made by walking	Optimize the Built Environment, Transportation System and Safety	Goal 1: Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019	Strategy 1: Increase the community's awareness of the availability of parks, trails and other public recreational facilities through November 2019	Implement educational campaigns for newly developed parks and trails within Jefferson County; Implement and expand the Walk B'ham campaign; Continue Red Rock Tuesday or other TV communication regarding parks, trails and other public recreational facilities; Measure: Miles of Multi-Use Trails
National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 1: Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019	Strategy 1: Increase the community's awareness of the availability of parks, trails and other public recreational facilities through November 2019	Implement educational campaigns for newly developed parks and trails within Jefferson County; Measure: Miles of Multi-Use Trails; Measure: Number of Parks

National Prevention Strategy	Injury and Violence Free Living	Support community and streetscape design that promotes safety and prevents injury	Optimize the Built Environment, Transportation System and Safety	Goal 1: Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019	Strategy 2: Increase Jefferson County resident's awareness of mechanisms for reporting needed maintenance to trails, sidewalks, parks and other public recreational facilities through November 2019	Promote the use of Birmingham City's 311 line and new smart phone application for reporting maintenance concerns; Promote calls to the Jefferson County Roads and Transportation Division office for appropriate routing
National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 1: Improve availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019	Strategy 3: Birmingham City to Submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014	Submit data application to STAR for review; Receive score from STAR and potential STAR status
Healthy People 2020	Environmental Health: Increase the use of alternate modes of transportation for work	Increase trips to work made by mass transit	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 1: Increase the community's awareness of public transportation options beginning November 2014	Implement educational campaigns to inform residents on where and how to purchase BJCTA tickets; Measure: Number of Birmingham Jefferson County Transit Authority (BJCTA) rides
Healthy People 2020	Environmental Health: Increase the use of alternate modes of transportation for work	Increase trips made to work by bicycling	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 2: Implement and increase utilization of Birmingham's Bike Share program by June 2016	Launch the Bike Share program; Expand the Bike Share program; Maintain ongoing Bike Share operations
Healthy People 2020	Physical Activity	(Developmental) Increase the proportion of trips made by bicycling	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 2: Implement and increase utilization of Birmingham's Bike Share program by June 2016	Launch the Bike Share program; Expand the Bike Share program; Maintain ongoing Bike Share operations
National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 2: Implement and increase utilization of Birmingham's Bike Share program by June 2016	Launch the Bike Share program; Expand the Bike Share program; Maintain ongoing Bike Share operations

Healthy People 2020	Environmental Health: Increase the use of alternate modes of transportation for work	Increase trips to work made by mass transit	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 3: Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on time performance beginning November 2014	Replace aging BJCTA buses; Maintain the average miles until bus breakdown above the industry standard through daily bus preventive maintenance; Decrease the time between bus service pick-ups on routes by increasing the total number of buses; Continue to monitor on-time bus service performance
Healthy People 2020	Environmental Health: Increase the use of alternate modes of transportation for work	Increase trips to work made by mass transit	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 4: Implement the Birmingham Comprehensive Plan related to public transportation through November 2019	Reassess current bus routes in relation to population distribution and proposed new industry in the area
Healthy People 2020	Physical Activity (Developmental) Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities	(Developmental) Increase transportation and travel policies for the built environment that enhance access to and availability of physical activity opportunities	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 4: Implement the Birmingham Comprehensive Plan related to public transportation through November 2019	Reassess current bus routes in relation to population distribution and proposed new industry in the area
Healthy People 2020	Physical Activity: (Developmental) Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities	(Developmental) Increase transportation and travel policies for the built environment that enhance access to and availability of physical activity opportunities	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 5: Convene a workgroup for a regional transit system roundtable by January 2015	Convene a workgroup for a regional transit system roundtable
National Prevention Strategy	Healthy and Safe Community Environments	Enhance cross sector collaboration in community planning and design to promote health and safety	Optimize the Built Environment, Transportation System and Safety	Goal 2: Improve the availability of and access to reliable public transportation by November 2019	Strategy 5: Convene a workgroup for a regional transit system roundtable by January 2015	Convene a workgroup for a regional transit system roundtable
National Prevention Strategy	Healthy and Safe Community Environments	Enhance cross sector collaboration in community planning and design to promote health and safety	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 1: Adopt Complete Streets policies and design by November 2019	Advocate with community and municipality leaders for the adoption of Complete Streets policies; Develop a Complete Streets Design Guide for use by municipalities

National Prevention Strategy	Injury and Violence Free Living	Support community and streetscape design that promotes safety and prevents injury	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 1: Adopt Complete Streets policies and design by November 2019	Educate community residents regarding the benefits of Complete Streets policies; Advocate with community and municipality leaders for the adoption of Complete Streets policies; Communicate Complete Street policy adoption to community residents; Develop a Complete Streets Design Guide for use by municipalities; Provide technical assistance for municipalities adopting Complete Streets policies
Healthy People 2020	Physical Activity (Developmental) Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities	(Developmental) Increase street-scale policies for the built environment that enhance access to and availability of physical activity opportunities	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 1: Adopt Complete Streets policies and design by November 2019	Educate community residents regarding the benefits of Complete Streets policies; Advocate with community and municipality leaders for the adoption of Complete Streets policies; Communicate Complete Street policy adoption to community residents; Develop a Complete Streets Design Guide for use by municipalities; Provide technical assistance for municipalities adopting Complete Streets policies
Healthy People 2020	Physical Activity (Developmental) Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities	(Developmental) Increase transportation and travel policies for the built environment that enhance access to and availability of physical activity opportunities	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 2: Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019	Identify funding for Birmingham's Mode Priority Street Plan for all streets including transit corridors
Healthy People 2020	Physical Activity: (Developmental) Increase legislative policies for the built environment that enhance access to and availability of physical activity opportunities	Increase community scale policies for the built environment that enhance access to and availability of physical activity opportunities	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 3: Promote healthy infrastructure policies through November 2019	Rewrite zoning ordinances for the City of Birmingham; Complete health impact assessment regarding the new Western Health Center on the Southwest corridor; Pilot Healthy Development Checklist tool for zoning and development
National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 3: Promote healthy infrastructure policies through November 2019	Rewrite zoning ordinances for the City of Birmingham; Pilot Healthy Development Checklist tool for zoning and development; Complete health impact assessment regarding the new Western Health Center on the Southwest corridor

National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 4: Improve technical capacity of municipalities in planning through November 2019	Create a Comprehensive Plan for each municipality
Healthy People 2020	Physical Activity	Increase the proportion of the Nation's public and private schools that provide access to their physical activity spaces and facilities for all persons outside of normal school hours	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 5: Adopt shared use agreements through November 2019	Provide technical assistance for facilities interested in adopting shared use agreements
National Prevention Strategy	Active Living	Facilitate access to safe, accessible and affordable places for physical activity	Optimize the Built Environment, Transportation System and Safety	Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019	Strategy 5: Adopt shared use agreements through November 2019	Provide technical assistance for facilities interested in adopting shared use agreements
National Prevention Strategy	Injury and Violence Free Living	Support community and streetscape design that promotes safety and prevents injury	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019	Conduct field surveys to identify dilapidated and deteriorated properties; Implement the RISE initiative, including the Preserving the Wealth of Communities campaign, in the City of Birmingham
National Prevention Strategy	Injury and Violence Free Living	Support community and streetscape design that promotes safety and prevents injury	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 2: Increase the number of public access sidewalks by November 2019	Create and implement a Sidewalk Master Plan for the City of Birmingham; Build sidewalks around bus stops; Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County
National Prevention Strategy	Active Living	Encourage community design and development that supports active living	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 2: Increase the number of public access sidewalks by November 2019	Create and implement a Sidewalk Master Plan for the City of Birmingham; Build sidewalks around bus stops; Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County
Healthy People 2020	Physical Activity	(Developmental) Increase the proportion of trips made by walking	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 2: Increase the number of public access sidewalks by November 2019	Create and implement a Sidewalk Master Plan for the City of Birmingham; Build sidewalks around bus stops; Create and implement a Sidewalk Master Plan for all municipalities in Jefferson County

National Prevention Strategy	Injury and Violence Free Living	Strengthen policies and programs to prevent violence	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 3: Increase patrolling in public spaces, including parks and trails by November 2019	<p>Create a disruptive behavior policy modeled from the Housing Authority's policy to allow Parks and Recreation authorities to dismiss disruptive persons;</p> <p>Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system;</p> <p>Establish signage in public spaces in Spanish and English with a number to call for safety concerns;</p> <p>Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park</p>
National Prevention Strategy	Active Living	Facilitate access to safe, accessible and affordable places for physical activity	Optimize the Built Environment, Transportation System and Safety	Goal 4: Improve the safety of the physical environment by November 2019	Strategy 3: Increase patrolling in public spaces, including parks and trails by November 2019	<p>Create a disruptive behavior policy modeled from the Housing Authority's policy to allow Parks and Recreation authorities to dismiss disruptive persons;</p> <p>Create an educational campaign related to community safety and the City of Birmingham's 311 reporting system;</p> <p>Establish signage in public spaces in Spanish and English with a number to call for safety concerns;</p> <p>Continue and expand the City Action Partnership (CAP) patrols in parks from the Birmingham-Jefferson Civic Center to 5th Avenue South and Railroad Park</p>
National Prevention Strategy	Healthy and Safe Communities	Integrate health criteria into decision making, where appropriate, across multiple sectors	Optimize Healthcare Access, Availability and Utilization	Goal 1: Increase the communication and utilization of health status monitoring data by providing key monitoring outcomes to community stakeholders beginning November 2014	Strategy 2: Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016	Provide relevant health-related data to local leaders for consideration in proposed policy issues
Healthy People 2020	Public Health Infrastructure	(Developmental) Increase the proportion of local jurisdictions that have linked health improvement plans to their State plan	Optimize Healthcare Access, Availability and Utilization	Goal 1: Increase the communication and utilization of health status monitoring data by providing key monitoring outcomes to community stakeholders beginning November 2014	Strategy 2: Consider the results from health monitoring activities in policy development as documented by development notes and resulting draft policies beginning November 2016	Provide the Alabama Department of Public Health with current and biennial updates of Jefferson County's Community Health Status Assessment for consideration in policy development

National Prevention Strategy	Healthy and Safe Communities	Maintain a skilled, cross-trained, and diverse prevention workforce	Optimize Healthcare Access, Availability and Utilization	Goal 2: Increase access of Jefferson County residents to primary health and dental care by November 2019	Strategy 2: Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019	Create an advocacy campaign for specific mid-level provider constituencies
National Prevention Strategy	Clinical and Community Preventive Services	Use payment and reimbursement mechanisms to encourage delivery of clinical preventive services	Optimize Healthcare Access, Availability and Utilization	Goal 2: Increase access of Jefferson County residents to primary health and dental care by November 2019	Strategy 3: Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019	Develop a strategy for increasing the number of primary care and dental providers accepting Medicaid
National Prevention Strategy	Clinical and Community Preventive Services	Reduce barriers to accessing clinical and community preventive services, especially among populations at greatest risk	Optimize Healthcare Access, Availability and Utilization	Goal 2: Increase access of Jefferson County residents to primary health and dental care by November 2019.	Strategy 4: Increase the provision of primary and dental health care services to underinsured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019	Support the initiation and continuation of Federally Qualified Health Centers in Jefferson County by providing supportive data for Federally Qualified Health Center applications and reapplications; Educate Jefferson County residents regarding Jefferson County Department of Health services and locations; Facilitate an increase in the proportion of the population with medical insurance through the Affordable Care Act and Medicaid enrollment
National Prevention Strategy	Clinical and Community Preventive Services	Support implementation of community-based preventive services and enhance linkages with clinical care	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019	Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears
The Guide to Community Prevention Services	Cancer Prevention and Control	Increasing Breast, Cervical and Colorectal Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019	Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears

The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019	Identify the barriers to cervical cancer screening
The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.9% to 88.2% by November 2019	Identify the barriers to breast cancer screening
The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 3: Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based in national recommendations from 75.5% to 76.1% by November 2019	Identify the barriers to colorectal screening
The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019	Identify the barriers to cervical cancer screening
The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.9% to 88.2% by November 2019	Identify the barriers to breast cancer screening
The Guide to Community Prevention Services	Cancer Prevention and Control	Promoting Informed Decision Making for Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 3: Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based in national recommendations from 75.5% to 76.1% by November 2019	Identify the barriers to colorectal cancer screening

Healthy People 2020	Cancer	Increase the proportion of women who receive a cervical cancer screening based on the most recent guidelines	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019	Provide education and conduct public awareness campaigns on cervical cancer detection and pap smears
National Prevention Strategy	Clinical and Community Preventive Services	Support implementation of community-based preventive services and enhance linkages with clinical care	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019	Provide education and conduct public awareness campaigns on breast cancer detection and mammography
The Guide to Community Prevention Services	Cancer Prevention and Control	Increasing Breast, Cervical and Colorectal Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019	Provide education and conduct public awareness campaigns on breast cancer detection and mammography
Healthy People 2020	Cancer	Increase the proportion of women who receive a breast cancer screening based on the most recent guidelines	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019	Provide education and conduct public awareness campaigns on breast cancer detection and mammography
The Guide to Community Prevention Services	Cancer Prevention and Control	Increasing Breast, Cervical and Colorectal Cancer Screening	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 3: Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019	Provide education and conduct public awareness campaigns regarding colorectal screening, including colonoscopy, sigmoidoscopy and blood stool screening
National Prevention Strategy	Clinical and Community Preventive Services	Support implementation of community-based preventive services and enhance linkages with clinical care	Optimize Healthcare Access, Availability and Utilization	Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019	Strategy 3: Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019	Provide education and conduct public awareness campaigns regarding colorectal screening, including colonoscopy, sigmoidoscopy and blood stool screening

National Prevention Strategy	Mental Health and Emotional Well-being	Promote early identification of Mental Health Needs and access to quality services	Improve Mental Health	Goal 1: Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment by November 2019	Strategy 2: Increase fund development, facilitation and coordination of mental health services by November 2019	Promote mental health awareness through conducting Mental Health Awareness Month events; Develop a social marketing campaign to address and reduce mental health stigma
National Prevention Strategy	Mental Health and Emotional Well-being	Provide individuals and families with the support necessary to maintain positive mental well-being.	Improve Mental Health	Goal 1: Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment by November 2019	Strategy 2: Increase fund development, facilitation and coordination of mental health services by November 2019	Provide Mental Health First Aid Training to lay leaders to improve the identification and referral of individuals with potential mental health illness; Provide broad-based community education on available mental health resources; Provide Mental Health Training for the Birmingham Police Department
The Guide to Community Preventive Services	Improving Mental Health and Addressing Mental Illness: Collaborative Care for the Management of Depressive Disorders	Patient education	Improve Mental Health	Goal 2: Decrease Illicit Drug Use and substance abuse, including abuse of prescription medications by November 2019	Strategy 1: Increase community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment	Provide education for substance abusers and their family members about the signs, symptoms and treatment options available in Jefferson County to include a social media campaign to supplement existing education programs; Increase the number of substance abuse prevention education programs provided in middle schools classrooms; Provide training for recovered and recovering substance abusers to become effective advocates for substance abuse services
National Prevention Strategy	Preventing Drug Abuse and Excessive Alcohol Use	Create environments that empower young people not to drink or use other drugs	Improve Mental Health	Goal 2: Decrease Illicit Drug Use and substance abuse, including abuse of prescription medications by November 2019	Strategy 1: Increase the community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019	Provide technical assistance on the implementation of evidence- based substance abuse prevention interventions (e.g. LifeSkills); Increase the number of substance abuse prevention education programs provided in middle schools

National Prevention Strategy	Preventing Drug Abuse and Excessive Alcohol Use	Reduce inappropriate access to and use of prescription drugs	Improve Mental Health	Goal 2: Decrease Illicit Drug Use and substance abuse, including abuse of prescription medications by November 2019	Strategy 1: Decrease Prescription Drug availability for unintended use as a means to prevent illicit drug use initiation by Nov 2019	Provide continuously available drug drop boxes at Birmingham Police Department stations for community members to appropriately dispose of medications and others substances associated with substance abuse
National Prevention Strategy	Preventing Drug Abuse and Excessive Alcohol Use	Identify alcohol and other drug abuse disorders early and provide brief intervention, referral and treatment	Improve Mental Health	Goal 2: Decrease Illicit Drug Use and substance abuse, including abuse of prescription medications by November 2019	Strategy 3: Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019	Increase primary and specialty care provider understanding of substance abuse referrals through networking and education

POLICY CHANGES NEEDED FOR THE SUCCESS OF THE *COMMUNITY HEALTH IMPROVEMENT PLAN FOR JEFFERSON COUNTY, ALABAMA*

For Jefferson County, Alabama to achieve its health vision and successfully implement the strategies highlighted within this document, a number of policies need to be developed and implemented. Through the incorporation of policy development and advocacy activities contained within the Community Health Improvement Plan for Jefferson County, Alabama, acknowledgement is given to the systems and environments which impact success. The policy recommendations included in the table below, defined by strategic issue, are designed to address public health concerns and promote a “health in all policies” legislative approach.

STRATEGIC ISSUE	POLICY RECOMMENDATION(S)
Reduce Health Disparities Associated with Race, Ethnicity and Economic Status	Advocate for policy and process simplification to reduce barriers in the creation and expansion of food-related businesses.
Promote Physical Well-being through Healthy Lifestyles	Increase the adoption of comprehensive indoor smoke-free policies
Promote Physical Well-being through Healthy Lifestyles	Adopt smoke-free policies within non-profit, rent-restricted housing agencies.
Promote Physical Well-being through Healthy Lifestyles	Advocate for the adoption of higher taxes on tobacco products.
Promote Physical Well-being through Healthy Lifestyles	Advance the adoption and implementation of comprehensive Healthy Eating and Physical Activity (HEPA) policies.
Optimize the Built Environment, Transportation System and Safety	Implement the Birmingham Comprehensive Plan as related to public transportation.
Optimize the Built Environment, Transportation System and Safety	Adopt Complete Streets policies.
Optimize the Built Environment, Transportation System and Safety	Rewrite zoning ordinances for the City of Birmingham.
Optimize the Built Environment, Transportation System and Safety	Create a Comprehensive Plan for each municipality within Jefferson County.
Optimize the Built Environment, Transportation System and Safety	Adopt shared use agreements to promote physical activity.
Optimize the Built Environment, Transportation System and Safety	Create a disruptive behavior policy for Park Recreation facilities enabling Parks and Recreation authorities to dismiss disruptive persons.
Optimize Healthcare Access, Availability And Utilization	Advocate for Alabama’s enrollment in the Medicaid expansion program.
Optimize Healthcare Access, Availability And Utilization	Promote policies to expand the role and utilization of mid-level providers.
Improve Mental Health	Advocate for Alabama’s enrollment in the Medicaid expansion program.
Improve Mental Health	Increase public funding for mental health services.

The following sections of this document provide a statement of need for each of the approved strategic issues serving as the frame work for Jefferson County, Alabama's Community Health Improvement Plan and identifies the specific goals and objectives associated with each strategic issue. Please refer to the [Jefferson County, Alabama Work Plan November 2014 – November 2019](#) for the specific tactics, measures, timeframes and lead partners supporting these strategic issues.

REDUCE HEALTH DISPARITIES ASSOCIATED WITH RACE, ETHNICITY AND ECONOMICS

STATEMENT OF NEED

Among Jefferson County, Alabama's 660,009 residents, almost half, 42.6%, are black and 3.8% are Hispanic. Despite the increase in life expectancy observed across all race and gender groups between 2000 and 2012 and a greater relative increase in life expectancy over the twelve-year time frame among blacks, the age-adjusted all-cause mortality rate for blacks is 1,003.2 per 100,000 population compared to the rate of 865.4 per 100,000 among the white population. Additionally, the all cause age - adjusted mortality rates are substantially higher for black males and females in comparison to white males and females. Between 2000 and 2012, while childhood mortality for the white population demonstrated an almost 42% decline to a rate of 12.3 per 100,000 population, the childhood mortality rate among the black population increased by 10.7% to 27.3 per 100,000 population. ([Community Health Assessment for Jefferson County, Alabama](#))

The majority of the leading causes of death in Jefferson County, Alabama also demonstrated significantly higher age-adjusted mortality rates for black residents than white residents, including heart disease, cancer, cerebrovascular diseases, motor vehicle accidents, diabetes, septicemia and renal disease. Of particular concern is the fact that the infant mortality rate for black infants at 15.2 deaths per 1,000 live births is over 260% greater than the rate for white infants at 4.3 deaths per 1,000 live births.

One of the key social determinants of health, poverty, is experienced at a much higher rate of 28.4% in the black population than among the white population at 10.1%. As has been denoted in [Place Matters for Health in Jefferson County, Alabama: The Status of Health Equity on the 50th Anniversary of the Civil Rights Movement in Birmingham, Alabama](#), lower life expectancy, poverty and food deserts in Jefferson County are mapped in the areas of the county with the highest concentrations of black residents. Further disparities can be seen in insurance rates; the percentage of uninsured white residents is 8.4%, almost half the rate of 16.0% of the black population. Over 39% of Jefferson County's Hispanic residents lack health insurance. With the exception of children who are United States citizens or lawfully present aliens and some adults with Medicare, health care access remains limited in Jefferson County for adults and children living in poverty.

Contributing to health status and disparities in health outcomes of Jefferson County, Alabama residents are the facts that 18.6% of residents are living below the Federal Poverty Level and 40.2% more of Jefferson County's residents were lacking health insurance in 2012 than in 2002.

GOALS AND STRATEGIES SUPPORTING REDUCE HEALTH DISPARITIES ASSOCIATED WITH RACE, ETHNICITY AND ECONOMIC STATUS

The following goals and strategies were identified to support this Strategic Issue:

- Goal 1: Decrease the percentage of households living at less than the 200% Federal Poverty Level (FPL) from 35.8% to 30% by November 2019.
 - Strategy 1: Create economic development opportunities in the areas of Jefferson County with the highest poverty levels by November 2019.
 - Strategy 2: Invest in education to provide educational and skill development opportunities by November 2019.
- Goal 2: Reduce the percentage of Jefferson County residents experiencing food insecurity from 18.3% to 17.4% by November 2019.
 - Strategy 1: Increase participation in the Supplemental Nutrition Assistance Program (SNAP or food stamp program) from 15.8% to 16.6% by November 2019.
 - Strategy 2: Increase the distribution of locally grown foods by November 2019.
 - Strategy 3: Increase the number of food retailers in low income food desert areas in Birmingham purchasing fresh produce through the Urban Food Project's distribution system from three food retailers to ten food retailers by December 2015.
 - Strategy 4: Decrease the percentage of Jefferson County census tracts considered food deserts from the baseline of 28% to 26.6% by November 2019.
- Goal 3: Reduce the current disparity in life expectancy between the white and black populations by 5% by November 2019.

- o Strategy 1: Increase public and provider awareness of the need to address the inequities in health outcomes and health care delivery by November 2019.
- o Strategy 2: Reduce Jefferson County's infant mortality rate for black infants from 15.1 per 1,000 live births to 14.73 per 1,000 live births by November 2019.
- o Strategy 3: Increase the percentage of Jefferson County residents reporting hypertension by 5% from 37.9% to 39.8% by November 2019 to better reflect actual disease prevalence.
- o Strategy 4: Decrease the disparity in Diabetes mortality between the black and white populations by 5% from 24.9 to 23.7 per 100,000 population by November 2019.
- o Strategy 5: Develop and implement strategies for reducing health disparities experienced by Hispanic and other minority populations by November 2016.

Please refer to the [Jefferson County, Alabama Work Plan](#) for a detailing of the goals, strategies, tactics, metrics, timelines and lead partners supporting the strategic issue, Reduce Health Disparities Associated with Race, Ethnicity and Economics.

PROMOTE PHYSICAL WELL-BEING THROUGH HEALTHY LIFESTYLES

STATEMENT OF NEED

Data from the [Community Health Status Assessment for Jefferson County, Alabama](#) reveals that 34.8% of Jefferson County adults and 21.2% of Jefferson County children are obese based upon the Centers for Disease Control and Prevention's Body Mass Index definition of 30.0 or greater for adults and the 95th percentile or greater for children. Despite efforts to combat obesity, adult self-reported obesity rates increased steadily between 2002 and 2012 while the self-reported rate of overweight adults remained relatively stable during this time period. Access and availability of nutrition education and access to healthy food were noted as barriers to attaining a healthy weight in the [Community Health Assessment for Jefferson County, Alabama](#).

Physical activity data was inconclusive due to the limited number of data points as assessed through the [Community Health Status Assessment](#). However, through the [Community Themes and Strengths Assessment](#) and the [Forces of Change Assessment](#), the need for education regarding physical activity and available, accessible venues and locations for physical activity, especially low or no-cost physical activity was noted.

Tobacco use, the number one cause of preventable death in the United States (<http://www.cdc.gov/chronicdisease/resources/publications/AAG/osh.htm>) remains an important issue in Jefferson County. While self-reported smoking rates declined from 25.7% in 2002 to 20% in 2012, the percentage of smokers still far exceeds the Healthy People 2020 goal of 12%. Participants in the [Community Themes and Strengths, Local Public Health and Forces of Changes Assessments](#) acknowledge the impact of comprehensive, public indoor smoke-free protections impacting 39.1% of Jefferson County residents, but requested broader adoption of indoor smoke-free protections.

GOALS AND STRATEGIES SUPPORTING PROMOTE PHYSICAL WELL-BEING THROUGH HEALTHY LIFESTYLES

The following goals and strategies were identified to support this Strategic Issue:

- Goal 1: Reduce the percentage of Jefferson County residents who are obese based on the Centers for Disease Control and Prevention's Body Mass Index definition of 30.0 or greater for adults and the 95th percentile for children by November 2019.
 - o Strategy 1: Increase the availability and access to nutrition education by November 2019.
 - o Strategy 2: Increase access to healthy food by November 2019.
- Goal 2: Increase leisure time physical activity within the past month among Jefferson County adult residents from 66.6% to 70% by November 2019.
 - o Strategy 1: Enhance the awareness, availability, accessibility and utilization of fitness facilities, parks, trails and bike lanes, etc., beginning November 2014.
 - o Strategy 2: Provide community health education, with a focus in children regarding the need for physical activity beginning November 2014.
 - o Strategy 3: Create resource materials denoting places to participate in physical activity at no or low cost by November 2019.
- Goal 3: Increase the percentage of Jefferson County residents protected by comprehensive indoor smoke-free policies from 39.1% to 50% by February 2019.

- o Strategy 1: By February 2019, advance the adoption of comprehensive indoor smoke-free policies protecting a minimum of 50% of county residents.
- o Strategy 2: By November 2019, a minimum of one public or nonprofit rent restricted multi-housing agency in Jefferson County will adopt smoke-free policies restricting smoking in individual units, including balconies, patios and common areas.
- Goal 4: Decrease the percentage of Jefferson County adult residents reporting smoking from 20% to 18% by November 2019.
 - o Strategy 1: Improve access to tobacco cessation programs and counseling beginning July 2015.
 - o Strategy 2: Advocate for the adoption of higher taxes on tobacco products by November 2016.
- Goal 5: Advance the adoption of and encourage compliance with regulations and policies supporting physical well-being by November 2019.

Please refer to the [Jefferson County, Alabama Work Plan](#) for a detailing of the goals, strategies, tactics, metrics, timelines and lead partners supporting the strategic issue, Promote Physical Well-being through Healthy Lifestyles.

OPTIMIZE THE BUILT ENVIRONMENT, TRANSPORTATION SYSTEM AND SAFETY

STATEMENT OF NEED

The [Forces of Change Assessment](#) indicated that Jefferson County's public transit infrastructure is inadequate to meet the needs of county residents and requires further development and additional funding to survive. Additionally, the [Local Public Health System Assessment](#) indicated that lack of transportation is a barrier to service delivery. The [Community Themes and Strengths Assessment](#) identified as a weakness the county's inadequate public transportation system with its limited access and reach. Mass transportation improvement and new investments such as the expansion of the Birmingham Jefferson County Transit Authority's routes are paving the way for a much needed comprehensive transportation system that can improve the quality of life in Jefferson County, Alabama.

The [Community Themes and Strengths Assessment](#) identified through surveys and focus groups that poor road conditions, missing and absent sidewalks and the lack of physical safety in some neighborhoods contributes to a sedentary lifestyle.

The [Community Health Status Assessment](#) noted that the community's asset of increased miles of on-street infrastructure and miles of multi-use trails positively influencing physical activity.

GOALS AND STRATEGIES SUPPORTING OPTIMIZE THE BUILT ENVIRONMENT, TRANSPORTATION SYSTEM AND SAFETY

The following goals and strategies were identified to support this Strategic Issue:

- Goal 1: Improve the availability, access to and maintenance of trails, sidewalks, parks and other public recreational facilities by November 2019.
 - o Strategy 1: Increase the community's awareness of the availability of parks, trails and other public recreational facilities through November 2019.
 - o Strategy 2: Increase Jefferson County's residents' awareness of mechanisms for reporting needed maintenance of trails, sidewalks, parks and other public recreational facilities through November 2019.
 - o Strategy 3: Birmingham City to submit the Sustainable Tools for Assessing and Rating Communities (STAR) Review by December 2014.
- Goal 2: Improve the availability and access to reliable public transportation by November 2019.
 - o Strategy 1: Increase the community's awareness of public transportation options beginning November 2014.
 - o Strategy 2: Implement and increase utilization of Birmingham's Bike Share program by June 2016.
 - o Strategy 3: Improve Birmingham Jefferson County Transit Authority (BJCTA) bus on-time performance beginning November 2014.
 - o Strategy 4: Implement the Birmingham Comprehensive Plan related to public transportation through November 2019.
 - o Strategy 5: Convene a workgroup for a regional transit system roundtable by January 2015.
- Goal 3: Adopt built environment policies and enforce ordinances adopted by November 2019.
 - o Strategy 1: Adopt Complete Streets policies and design by November 2019.

- o Strategy 2: Seek matching funds for policies prioritized in the Regional Comprehensive Transportation Plan by November 2019.
- o Strategy 3: Promote healthy infrastructure policies through November 2019.
- o Strategy 4: Improve the technical capacity of municipalities in planning through November 2019.
- o Strategy 5: Adopt shared use agreements through November 2019.
- Goal 4: Improve the safety of the physical environment by November 2019.
 - o Strategy 1: Reduce the number and percentage of vacant or run-down properties by November 2019.
 - o Strategy 2: Increase the number of public access sidewalks by November 2019.
 - o Strategy 3: Increase patrolling in public spaces, including parks and trails by November 2019.

Please refer to the [Jefferson County, Alabama Work Plan](#) for a detailing of the goals, strategies, tactics, metrics, timelines and lead partners supporting the strategic issue, Optimize the Built Environment, Transportation System and Safety.

OPTIMIZE HEALTHCARE ACCESS, AVAILABILITY AND UTILIZATION

STATEMENT OF NEED

The [Local Public Health System Assessment](#) noted that gaps in access to health care are driven by lack of or under insurance, inadequate care coordination, poor health system navigation, lack of transportation to care and the need to increase the number and scope of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists. This assessment also identified a need to increase medical interpreters as a solution for lessening the gaps in healthcare access. Currently, Jefferson County has one primary care provider for every 474 residents and one dentist for every 1,148 residents per the Alabama Board of Medical Examiners and Alabama Board of Dental Examiners, respectively.

In 2011, 13.3% of Jefferson County's residents lacked health insurance, with 8.7% of the white population, 16.8% of the black population and 49.0% of the Hispanic population lacking health insurance coverage per the [Community Health Status Assessment](#). Per the [Community Health Status Assessment](#), only 4.6% of Jefferson County's total population living at less than 200% of the Federal Poverty Level were served by a Federally Qualified Health Center in 2012 compared to 6.4% of the low income population receiving services from a Federally Qualified Health Center in 2010, a negative change of 28.1%. Similarly, the percent of population living at less than 200% of the Federal Poverty Level served by the Jefferson County Department of Health declined from 24.2% in 2005 to 19.2% in 2012, a negative change of 20.7%.

Alabama has not elected to engage in Medicaid expansion at this time and per Alabama Medicaid, the number of physicians accepting Medicaid is 1,258 with only 57 mental health providers accepting Medicaid. The [Forces of Change Assessment](#) noted that Medicaid expansion is needed and would be expected to translate into more widespread reach of health services and programs, especially for minority and underserved populations suffering the burden of health disparities.

The [Local Public Health System Assessment](#) also identified as a contributing weakness, the lack of communication to the general public regarding the findings from health assessments. Better communication of health status assessments to the general public and to the local public health system is viewed as a strategy for advocating for needed change.

GOALS AND STRATEGIES SUPPORTING OPTIMIZE HEALTHCARE ACCESS, AVAILABILITY AND UTILIZATION

The following goals and strategies were identified to support this Strategic Issue:

- Goal 1: Increase the communication and utilization of health status monitoring data by providing key monitoring outcomes to community stakeholders beginning November 2014.
 - o Strategy 1: Increase the communication of results from health monitoring activities by November 2019.
 - o Strategy 2: Consider the results from health monitoring data activities in policy development as documented by development notes and resulting draft policies beginning November 2016.
- Goal 2: Increase access of Jefferson County residents to primary health and dental care by November 2019.
 - o Strategy 1: Advocate for Alabama's enrollment in the Medicaid expansion program beginning August 2015.
 - o Strategy 2: Promote policies to expand the utilization of mid-level providers such as nurse practitioners, physician assistants, nurse mid-wives and dental hygienists within Alabama by November 2019.
 - o Strategy 3: Increase the number of primary care providers and dentists who accept Medicaid by 5% by November 2019.

- o Strategy 4: Increase the provision of primary and dental health care services to under-insured and uninsured residents through the safety net system of Federally Qualified Health Care Centers, Cooper Green Mercy Health Services and the Jefferson County Department of Health by November 2019.
- o Strategy 5: Link Jefferson County residents without primary and dental health care coverage to available and appropriate health insurance providers by November 2019.
- Goal 3: Increase the utilization of preventive health screening for select health conditions by 5% by November 2019.
 - o Strategy 1: Increase the percentage of age appropriate women receiving a pap smear based on national recommendations from 80.6% to 84.6% by November 2019.
 - o Strategy 2: Increase the percentage of age appropriate women receiving a mammogram based on national recommendations from 84.0% to 88.2% by November 2019.
 - o Strategy 3: Increase the percentage of age appropriate adults receiving a colonoscopy or sigmoidoscopy based on national recommendations from 75.5% to 76.1% by November 2019.

Please refer to the **Jefferson County, Alabama Work Plan** for a detailing of the goals, strategies, tactics, metrics, timelines and lead partners supporting the strategic issue, Optimize Healthcare Access, Availability and Utilization.

IMPROVE MENTAL HEALTH

STATEMENT OF NEED

Jefferson County adult residents experience an average of 3.9 poor mental health days per month, and the county's ratio of mental health providers to population is 1: 1,024 per County Health Rankings. The Community Health Status Assessment noted that suicide was the 12th leading cause of death in Jefferson County, Alabama during 2012 with 11.9 suicide deaths per 100,000 population.

The Local Public Health Assessment identified the lack of mental health care access, services and insurance coverage as primary drivers for sub-optimal mental health in Jefferson County, Alabama. The lack of access to acute psychiatric care and inpatient psychiatric beds was identified as a challenge by local law enforcement agencies who report that a high volume of calls received relate to mental health crises. The Forces of Change Assessment specifically noted that the prioritization of mental health services in Jefferson County, Alabama is in its infancy and demands the dedication of additional resources and funding.

Illicit drug use, substance abuse, including the misuse of prescription medications not only threatens the well-being of individuals but has been associated with homelessness, violent crime and risky behaviors. Per County Health Rankings, 16% of driving deaths in Jefferson County are due to alcohol impairment with 12.2% of the adult population reporting binge drinking. The Jefferson County Coroner's office reported that in 2013, Jefferson County had 144 deaths from drug overdose. Of major concern, is the epidemic of Heroin overdose deaths which increased from 68 deaths in 2013 to 94 deaths during the first forty weeks of 2014.

GOALS AND STRATEGIES SUPPORTING IMPROVE MENTAL HEALTH

- Goal 1: Increase the availability of and access to mental health services for children and adults by at least 10% from current rates by November 2019.
 - o Strategy 1: Increase the community and local public health system's access to information regarding mental wellness, mental health resources, diagnosis and treatment as measured through the tactics for this strategy by November 2019.
 - o Strategy 2: Increase the capacity of community health workers and lay leaders, such as parish or church nurses, educators and PTA representatives, etc., to recognize and address mental health concerns through the provision of training programs such as Mental Health First Aid by November 2019.
 - o Strategy 3: Increase fund development, facilitation and coordination of mental health services by November 2019.
- Goal 2: Decrease illicit drug use and substance abuse, including abuse of prescription medications by November 2019.
 - o Strategy 1: Increase the community and local public health system's access to information regarding illicit drug use, substance abuse and abuse of prescription medications, as well as substance abuse prevention, diagnosis and treatment by November 2019.
 - o Strategy 2: Decrease prescription drug availability for unintended use as a means to prevent illicit drug use initiation by November 2019.
 - o Strategy 3: Enhance access to care for substance abuse disorders and integrate substance abuse disorder management as part of medical care by November 2019.

Please refer to the **Jefferson County, Alabama Work Plan** for a detailing of the goals, strategies, tactics, metrics, timelines and lead partners supporting the strategic issue, Improve Mental Health.

INVOLVEMENT IN COMMUNITY MATTERS 20/20

Community Matters 20/20: Assessment, Visioning and Planning for a Healthy Jefferson County is a dynamic process. This Community Health Improvement Plan for Jefferson County, Alabama provides the framework for achieving Jefferson County's health vision. To move the health of Jefferson County, Alabama forward, community members and the local public health system must work collectively and collaboratively to achieve the strategic issues, goals, strategies and tactics outlined in this community health improvement plan. In addition to the lead partners listed in this document, there is ample opportunity for additional partners in each of the strategic issues, goals and strategies to develop annual work plans, implement tactics and evaluate the performance of the plan. If you, or your organization would like to partner in the Community Health Improvement Plan for Jefferson County, Alabama, please contact the Jefferson County Department of Health for more information about how you can support efforts to achieve the vision of making "Jefferson County, Alabama an inclusive thriving community of healthy and connected people."

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IMPLEMENTATION, MONITORING AND EVALUATION OF THE COMMUNITY HEALTH IMPROVEMENT PLAN

Implementation of the Community Health Improvement Plan for Jefferson County, Alabama will begin in November 2014. Lead partners for some tactics will be convening work groups or task forces to develop even more detailed work plans than contained in this document and the Jefferson County, Alabama Work Plan November 2014 – November 2019. Partner agencies will provide monitoring for the specific tactics through the Jefferson County Department of Health, who along with the *Community Matters 20/20* Steering Committee, the local public health system and the community will continuously evaluate the effectiveness of the Community Health Improvement Plan for Jefferson County, Alabama.

ACKNOWLEDGEMENTS

The Jefferson County Department of Health wishes to express its gratitude to the over 1,000 individuals who contributed to this community health improvement plan through completion of surveys, focus groups, dialogues, work sessions, data submission and the contribution of feedback related to the strategic issues, goals, strategies and tactics. The Jefferson County Department of Health wishes to particularly recognize the *Community Matters 20/20* Steering Committee who provided structure and guidance throughout this year-long process.

COMMUNITY MATTERS 20/20 STEERING COMMITTEE MEMBERS:

Nan Baldwin	Birmingham Business Alliance
Monica Baskin, PhD	UAB Division of Preventive Medicine
Alonzo Darrow.....	Community Advisory Board
Carolyn Dobbs, MD, PhD, MPH.....	Jefferson County Department of Health
Phil Hammonds, PhD.....	United Way of Central Alabama
Tracy Hipps.....	Christian Service Mission
Rodney Holmes, CPA.....	Jefferson County Department of Health
Cathy Jones	Jefferson County Department of Health
Drew Langloh.....	United Way of Central Alabama
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**JEFFERSON COUNTY
DEPARTMENT OF HEALTH**

WORKS CITED

National Association of County and City Health Officials: *Mobilizing for Action through Planning and Partnerships (MAPP): User's Handbook*

Jefferson County Department of Health: *Community Health Assessment for Jefferson County*

Jefferson County Department of Health: *Jefferson County, Alabama's Community Health Status Assessment*

Jefferson County Department of Health: *Jefferson County, Alabama's Community Themes and Strengths Assessment*

Jefferson County Department of Health: *Jefferson County, Alabama's Local Public Health System Assessment*

Jefferson County Department of Health: *Jefferson County, Alabama's Forces of Changes Assessment*

Joint Center for Political and Economic Studies: *Place Matters for Health in Jefferson County, Alabama: The Status of Health Equity on the 50th Anniversary of the Civil Rights Movement in Birmingham, Alabama*

Centers for Disease Control and Prevention (2014). *Tobacco use*: Accessed from <http://www.cdc.gov/chronicdisease/resources/publications/AAG/osh.htm>

